

County Parks Issues Request for Public/Private Partnership Proposals

McLean County Parks wants to hear your innovative ideas that can enhance services & generate revenue for County parks and you. Any private company, public group or individual is eligible to submit a proposal and our initial annual call for ideas is now.

McLean County Parks boasts more than 250,000 visitors annually to its 2,200 acres of regional parks, campgrounds, lakes, trails, open space and natural lands. Beautiful COMLARA County Park and 900 acre Evergreen Lake are within ½ mile of Interstate 39 and within 8 miles of Interstates 74 & 55, providing ease of access and high visibility. Outdoors enthusiasts from the Bloomington-Normal, IL market and around Illinois spend their outdoor recreational time and money here.

Join other Community leaders like Coca-Cola and the Bloomington-Normal Sports Commission in developing mutually beneficial relationships with McLean County Parks. To find out more about the Park Partners Program and check out what is happening at McLean County Parks go to www.mcleancountyil.gov/parks . Just click on the Park Partners icon to find out more about how to submit an idea.

New Public-Private Ventures For McLean County Parks

Pre-Submittal Conference: Wednesday, April 4, 2007, 2:00 p.m.

Submittals Due: Wednesday, April 11, 2007 - no later than 2:00 p.m.

McLean County, Illinois is seeking idea submittals and/or proposals regarding entrepreneurial efforts and sponsorships that could support McLean County's Parks, Lakes, and Trails via a Public-Private Ventures RFP.

McLean County Parks boasts more than 250,000 visitors annually to its 2,200 acres of parks, lakes, trails, open space and natural lands. McLean County Parks is identifying a variety of enterprise initiatives to provide improved and additional services to the public. Evergreen Lake's regionally acclaimed fishery and COMLARA County Park's close(1/2 mile) proximity to Interstate 39 exit 8 and 8 mile distance from Interstate 55 & Interstate 74 provides for ease of access and high visibility.

- Visit <http://www.mcleancountyil.gov/parks/partners.htm> for a listing of McLean County Parks and current Partners .
- Visit <http://www.mcleancountyil.gov/parks> for a complete listing of McLean County Park's facilities, programs and events.

Pre-Submittal Conference: A conference to discuss questions related to this RFP shall be held Wednesday, **April 4, 2007** at 2:00 p.m. in Room 400 , 4th Floor of the Government Center, Bloomington, Illinois, 61701.

SECTION 1- Revenue Generation Categories

McLean County Parks has identified several revenue-generating categories for which it seeks specific proposals. We also highly encourage respondents to submit creative proposals of their own in addition to those identified in this request.

A. Promotion of Park Amenities

1. Naming Rights, Sponsorships - Purchase naming rights to specific park facilities or services.
 - Naming rights for Internet Hot Spot(s) to provide access for Campers and other park visitors or provide service for fee
 - Naming rights for Evergreen Lake Website/Weather Cam to provide up to date information to boaters and fishermen on lake conditions
 - Title sponsorship to Summer Outdoor Family Movies Series @ COMLARA Co. Park
 - Secure title sponsorship of regional events or amenities including Fall Colors Family Day, regional affiliated National Boating & Fishing Celebration Event
 - Naming rights for new playgrounds and amenities including possible installation of climbing walls
 - Sponsorship Recognition of Departmental Publications
2. Compatible Advertising - Including more than 15 different active-use park locations with trailhead signage, swimming beach, marina, concession areas, etc. Many locations deliver more than 250,000 impressions annually with excellent demographics.
3. Glasener Beach Event and Activity Area - This is a five (5) acre outdoor controlled access Event and Activity Area with a 40 foot x 60 foot outdoor covered assembly area, restrooms, indoor meeting rooms available. Adjacent Parking lot for 350 vehicles. An adjacent indoor facility is currently being planned. Promoters who can recruit, plan, promote, coordinate, and implement events including but not limited to Outdoor Shows and Exhibitions, Tournaments, Equestrian Events, Extreme Sports Competitions, Corporate Parties, etc. during the spring and fall seasons.

B. Development of Park Amenities

1. Restaurant, Café, Deli, Food Service, etc.
Constructing, adapting and renovating new or existing facilities to accommodate full service restaurants, kiosk locations, bistro style cafes, etc. to generate food and beverage sales at Glasener Beach House - Evergreen Lake- COMLARA County Park
2. Specialty, Peripheral, Retail Facilities. Including but not limited to spa and resort facilities, dog-related amenities, camping, retail and rental facilities, etc. Specifically:
 - *Meeting/Banquet Facility* - Construct a new facility or renovate/adapt an existing facility to accommodate for large meetings, banquets and other group gathering, as well as interpretive and educational programs at COMLARA County Park,
 - *Lodging* – Construction of new facilities or renovate/adapt an existing facility to accommodate overnight lodging accommodations a at COMLARA County Park,
 - *Expanded recreational/leisure equipment sales rental, & services* - Construct a new facility, renovate/adapt an existing facility to rent or sell recreational equipment and provide related services for bicycling, kayaking, bird watching, fishing services at COMLARA County Park's Main Recreation Area.
 - *Natural Area Interpretive and Recreational Facilities*: Interpretive Program Centers, Gift Shops, Mountain Biking, Interpretive Walkways, Wildlife Rescue and Rehabilitation Facility.
3. Sports, Athletic, Active Use Amenities. This includes but is not limited to water play features, shade structures, playgrounds, etc. Specifically:
 - *Miniature Golf Course* - - Construct a facility that would offer miniature golf and other features, concession stand(s), parking areas, etc. @ COMLARA County Park
 - *Stable Operation* – Construct a facility that would offer guided horse riding and provide stable facilities.
 - *Water Parks* (indoor, outdoor) - Construct a facility that would offer water slide(s), wave pool(s), water attractions and other features, concession stand(s), parking areas, etc.
 - *Extreme Park* - Construct a facility or several facilities incorporating extreme sports such as climbing, mountain biking, BMX, etc.

SECTION II - Submission Requirements

The following information and instructions shall be used to submit on this RFI&P:

A. Submittal Package

- Proposals may not exceed a total of 15 pages.
- Proposals are due **on or before 2:00 pm April 11, 2007**. However, the County will consider submittals received after that time and date and may solicit additional proposals.

The County prefers that proposals be submitted via e-mail in an MS word attachment to Parks@mcleancountyil.gov
- The subject line of the e-mail should contain the proposal category or categories (including "other").
- RFP Participants will receive a confirming e-mail acknowledging the County's receipt of the submittal.

RFP Participants are encouraged to visit the McLean County Parks Website <http://www.mcleancountyil.gov/parks/> to view current information about the McLean County park system's facilities, programs and events.

The County will also accept hard copies of proposals in lieu of e-mail. Hard copies must be mailed or hand-delivered to McLean County Department of Parks & Recreation, 13001 Recreation Area Dr., Hudson, IL 61748. All proposals should be addressed to the attention of Bill Wasson, Director of McLean County Dept. of Parks and Recreation. Hard copies that are mailed will be deemed received on the date that they are actually delivered to McLean County Parks and Recreation.

B. Submittal Content

Proposals should contain the following information in the order indicated:

- Title
 - Summary of proposal (not to exceed 100 words)
 - Respondent name (individual, corporation, etc.)
 - Contact person and phone number
 - Description including project feasibility, suggested partnership structure, and a brief statement of respondent's credentials and/or experience with similar projects
 - Outline of key agreement terms (not to exceed one page)
 - Explanation of revenue and/or other benefits to McLean County Parks
 - Anticipated County involvement, if any (administration, etc.)
 - Timeframe for project implementation
- Other pertinent information

C. Evaluation and Selection

McLean County Parks intends to select any or all proposals that are determined to be in the best interest of the public, based on the following criteria:

1. Projected revenue or other benefits to McLean County
2. Compatibility with the character of the individual park(s) and trail(s)
3. Sustainability of related natural resources
4. Feasibility and timing of implementation including any capital and/or permit issues
5. Experience and demonstrated success of respondents
6. Other relevant, available information

McLean County Parks may, in its sole discretion, select the proposals that it determines are most feasible and provide the greatest benefits to the citizens of McLean County. McLean County Parks may negotiate final agreements with RFI&P Participants that differ from the terms contained in their proposals. Agreements will contain provisions appropriate to the particular proposal, consistent with County policies and applicable legal requirements. McLean County Parks may also reject any or all proposals, and this RFP process does not preclude McLean County Parks from entering into agreements using other procedures. By submitting a proposal, RFP Participants agree to the terms of this RFI&P.

D. Questions, Addenda, and Additional Information

Questions should be submitted by April 2, 2007, to ensure that they can be answered by April 4, 2007. Questions must be submitted in writing, preferably via e-mail, to Bill Wasson at bill.wasson@mcleancountyil.gov. Questions may also be mailed to McLean County Department of Parks and Recreation, Attn: Bill Wasson, 13001 Recreation Area Dr., Hudson, IL 61748.

RFP Participants may check the County's website for addenda and answers to questions. The County will endeavor to post answers to questions submitted by April 2, 2007. Regular updates to the web site should occur by Friday morning of each week. Unfortunately, hard copies of answers and addenda cannot be mailed.

To the extent RFP Participants need additional information that cannot be obtained prior to the submittal date, RFP Participants may simply state their assumptions with respect to the needed information (e.g., this proposal assumes that there are x number of users annually at the facility.)

Interested parties may access the following information on the McLean County website at <http://www.mcleancountyil.gov/parks>.

- List of all park and facilities with addresses
- List of sites with the most potential for parks concessions
- Links to COMLARA County Park, Evergreen Lake and other McLean County Park sites (including maps and/or area layouts)

E. Site Visits

Interested parties may visit McLean County parks and recreation facilities as a member of the general public during regular business hours.

F. Contracting

Any RFP Participant whose proposal is selected for a contract shall complete all contract forms and documents as required by Federal, state and local law.